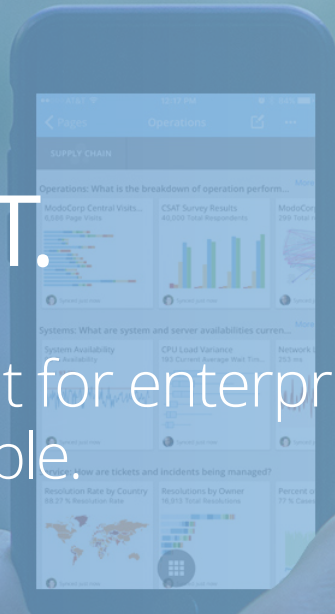# Domo for IT.

Data strategy built for enterprise, designed for people.
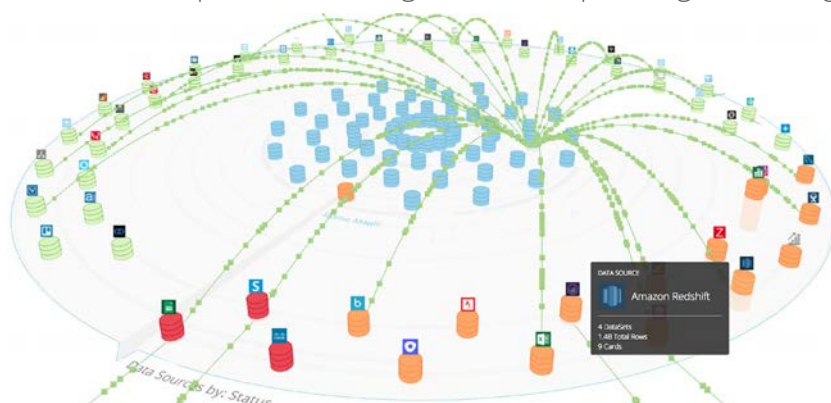
Add to your cloud momentum.

Businesses rely heavily on their IT departments—both to maintain a single source of raw data in a data lake and to provide multiple versions of specialized exports for different parts of the business. But proving value is the most crucial step for IT, and that can only happen by ensuring those specialized data exports actually get adopted. Millions of dollars, thousands of implementation hours, and hundreds of logistics meetings have led you to this. Now IT needs a partner to carry their momentum over the finish line.

The business loves IT for maintaining a single source of raw data in the data lake while also providing multiple versions of specialized exports for the business. Now IT just needs to help with the final step of ensuring those exports actually get adopted. With all your data efficiently captured, how do you deliver real-time insights in a way all business users can understand? That's where Domo comes in.

Prove your architecture decisions were right.

It's great to have all of your data in one place, but it's hard to gain insights from that data without extensive help from engineers or data scientists. Data lakes require specialized skill sets that might be limited, and your business probably does not and cannot stop for that.

A common mistake in IT is building a data lake before figuring out the most effective ways to fill and structure it. Often, a data lake is designed as one entity, without the collective understanding that it should be partitioned to address different use cases. Domo's flexible infrastructure supports incremental evolution of your data lake to help it avoid turning into a swamp of stagnant and ignored information.

Last-mile business intelligence from Domo can augment your existing infrastructure and simplify rollouts. As a rapid prototyping data mart, Domo grows faster than others, because it's intuitive enough to be used by knowledge workers in every department. This helps IT quickly test what is useful enough to justify inclusion in the data lake. And while Domo is building your data lake, your IT can begin provide answers to empower business users to adopt and perform self-service analytics.

Domo Connectors and Domo Workbench help pull data in from legacy systems while your data lake is set up. Once that data lake contains the new required data, that data can be swapped to the new source by being uploaded directly to Domo, or by taking the federated approach below. The end user does not have to switch tools at any point in this process, or even know that backend systems have changed.

See the capstone to your data strategy.

Get more value out of your data lake investment with a federated approach. Domo offers full support for top databases like Redshift, SQL Server, and MySQL, and integrates with AWS to avoid logistics challenges around data residency. Domo's federated query adapters provide additional flexibility to IT leaders that want to query Redshift datasets directly from Domo and can translate between Domo Query Language and the SQL syntax of your current database technology.
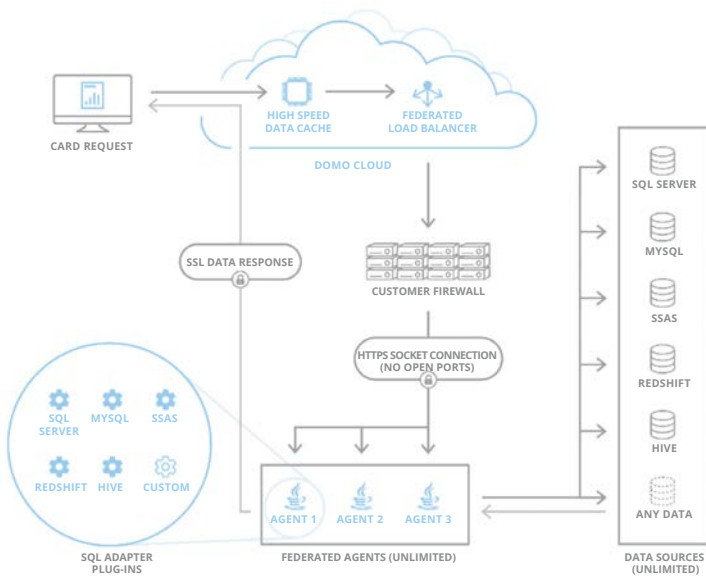
SECURED CUSTOMER ENVIRONMENT

Domo embraces a variety of enterprise IT approaches to data management – from full hosting in Domo to exclusive storage in the data lake, or a hybrid blend of both.

Domo's query engine provides highly indexed and available data without the need to constantly summarize and cube. For parts of your data lake you would not want to replicate, federated agents create a cached version of the detailed raw data in your lake. This federated approach solves data residency issues between the Domo cloud and your data lake. The data remains within your lake but is accessible by Domo cards, apps and visualizations.
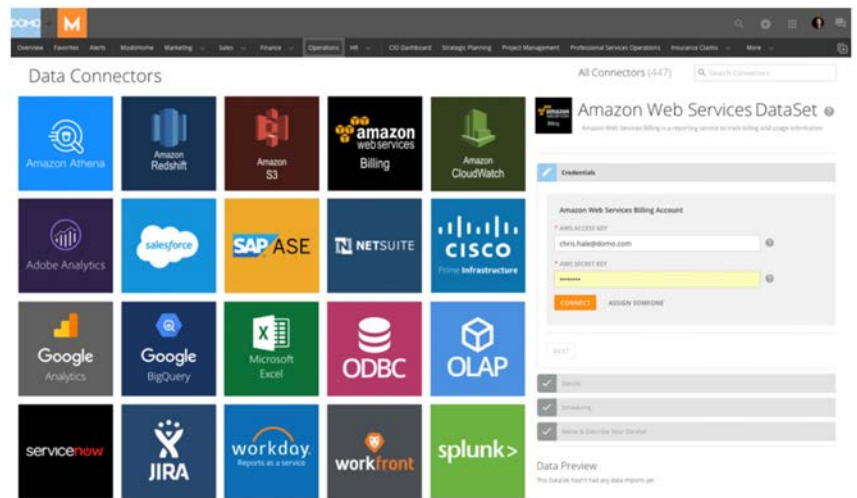
The query is sent directly to your lake and translated from Domo Query Language to the SQL format of your current database technology. This can still be used in conjunction with Domo storage to ensure speed of most common queries while federated is used for more complex views.

Domo federated services creates a cache of the most recent queries that only is stored long enough to render visualizations during a customizable time to live. This can actually lower storage costs by managing what gets placed in real-time hot storage vs. long-term cold storage. Time to live settings can also be overridden with a kill switch to flush the cache across all queries.

Expand existing connections.

Domo connectors can assist with areas outside your core data lake, combining direct connections with sources like Google Analytics and Salesforce. Not every business problem requires that new data is added to your data lake, but those instances are often still important. They can represent value for the enterprise and encourage the use of data for more business problems and drive a culture of curiosity.

Users that prefer to bypass Domo's connectors for certain data can upload via the Domo API and Java command-line interface, or use more robust developer tools that help more advanced teams pull or send data programmatically. With Domo, IT no longer has to feel forced through a single data pipeline.

Extract more value out of a new blend of old assets.

Realize value beyond visualization with a holistic platform for connection, preparation, and alerts. Although Domo is known for its intuitive mobile dashboards, learn how the expansive platform drives value beyond visualization to reduce total cost of ownership and increase total economic impact.
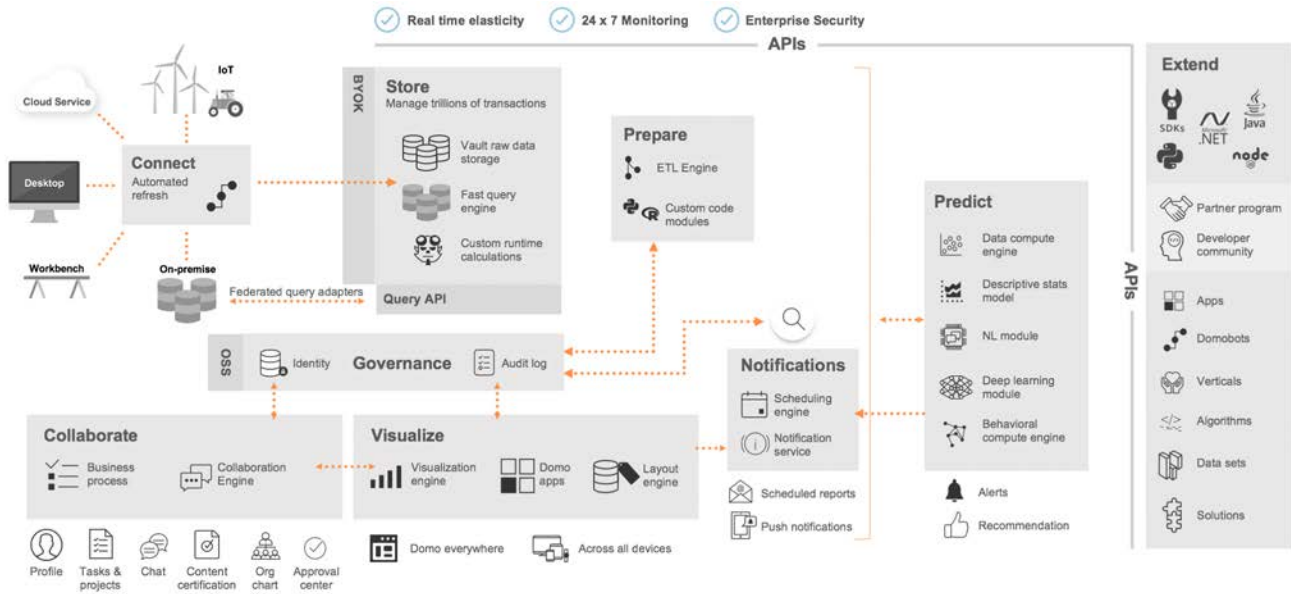
Leading enterprises like Cisco, United Health Group, and Comcast use Domo to address hidden constraints and infuse data into business decisions. Over 20% of the Global Fortune 50 are customers of Domo, including many of the largest organizations in the US, Europe, Asia and Australia even in the most strictly regulated industries like finance and healthcare.

For these global enterprises, Domo quickly becomes a core platform that drives digital transformation. Dozens of cloud systems easily feed into the platform before the visual layer guides smarter decisions. Hundreds of pre-built connectors to save IT from automating feeds on their own.
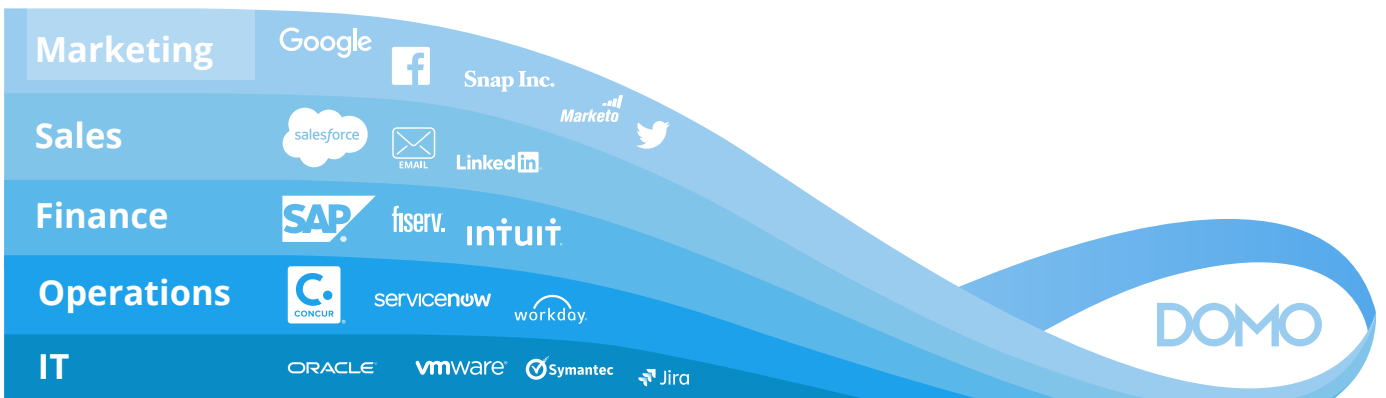
Increase user adoption across all departments.

Pressure is constantly growing for IT to deliver measurable business value. With Domo, you can confidently deploy dashboards across your entire enterprise and foster a culture of curiosity with self-serve mobile data exploration. Domo makes IT the hero by fast-tracking the path to value from data source consolidation through wide adoption.

To prove IT leadership is driving progress instead of resisting innovation, IT must find a balance between ad hoc exploration flexibility for specialists and intuitive mobile simplicity for the masses. Domo's modern cloud platform delivers the best of both. IT and BI resources invested into dashboard design drive far more value because they are reused and refreshed rather than forgotten and continuously recreated. With data-driven, real-time insights available to be turned into decisions, IT is finally empowered to be strategic, enabling employees to get actively involved in decision-making instead of waiting for the data.

Digital transformation opportunity is not just an IT problem for the CIO, it's a business opportunity for the CEO.

domo.com